GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:2098
ANSWERED ON:27.08.2007
AGRICULTURAL MARKETING
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Will the Minister of AGRICULTURE be pleased to state:

(a) whether Research Surveys and Studies on different aspects of agricultural marketing has been taken up by the Directorate of Marketing and Inspection;

(b) if so, the details of technical guidance and studies undertaken during 2006-07; and

(c) the details of the schemes for estimation of marketing surplus and post harvest losses of foodgrains being implemented in the country?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF AGRICULTURE (SHRI KANTI LAL BHURIA)

(a): Yes, Sir.

(b): During 2006-07, the Directorate of Marketing and Inspection has undertaken several research based studies and prepared following reports and manuals for providing technical guidance to various stakeholders including the farmers involved in agricultural marketing:-

i) Post Harvest Profiles on Sunflower, Sesame, Maize, Green Gram, Black Gram, Jowar, Chillies, Cotton, Potato, Tomato, Mangoes, Grapes and Mandarins
ii) Manual on good agricultural marketing practices for Maize, Green Gram, Black Gram, Jowar, Sunflower, Seasame, Potato and wheat.
iii) Master Plan for Cold Storage Requirements for Kerala.

Besides this, technical guidance/ consultancy help has been provided to about 100 entrepreneurs in the area of cold storage.

(c): The Scheme for Marketing Surplus and Post-harvest Losses of Foodgrains was implemented in the country by the Directorate of Marketing & Inspection during 1996-97 to 1998-99 with an objective to provide a reliable estimate of marketable surplus of foodgrains, to compile the latest data on retention for consumption, seed, feed and other payments in kinds etc. and to estimate the post-harvest losses at producers` level. Reports on twelve foodgrains including seven cereals and five pulses were completed and circulated. The Scheme was discontinued thereafter and presently the studies for preparation of commodity profiles/ manuals on good marketing practices are being undertaken under the Central Sector Scheme, `Marketing Research and Information Network`. The studies for estimation of Marketing Surplus and Post-harvest Losses of foodgrains can also be taken up under this Scheme through outsourcing.